



# UNDERSTANDING DATA BACKUP

**Multiple Options, Including Documents-Only,  
“Full Metal” And Even Your Microsoft 365**

An Informational eBook

**CORE6+**

Visit <https://Core6Plus.com> to learn more.

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## **Table of Contents: Data Backups**

### **Chapter 1: The Problem with Unprotected Data**

- **1.1** Your Data is Your Business: The Critical Importance of Backup
- **1.2** The Threat of the Unknown: What Happens Without a Backup Plan
- **1.3** The High Cost of Data Loss: Accidental Deletion, Ransomware, and Hardware Failure

### **Chapter 2: The Evolved Solution: A Cloud-First Approach**

- **2.1** Introducing a Breakthrough Architecture: Cloud-First Data Protection
- **2.2** Backup Has Evolved: Why This Solution is Faster, Smarter, and More Resilient
- **2.3** The "No Hardware" Advantage: Everything Runs in the Cloud

### **Chapter 3: The First Option - Basic Document Backup**

- **3.1** Protecting Your Daily Work: What Basic Document Backup Covers
- **3.2** The "Why": Safeguarding Against Accidental Deletion and Ransomware
- **3.3** A Simple, Cost-Effective Solution for Your Essential Files

### **Chapter 4: The Second Option - Full Workstation & Server Backup**

- **4.1** Your Complete System Insurance: What Full Data Backup Covers
- **4.2** The "Why": Protecting Everything from Programs to Video Files
- **4.3** Fast Recovery: How to Restore an Entire System Quickly

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## **Chapter 5: The Third Option - Microsoft 365 Backup**

- **5.1** Safeguarding Your Cloud-Based Assets: What M365 Backup Covers
- **5.2** The "Why": The Critical Risk of Relying on Microsoft's Default Policies
- **5.3** A Strategic Advantage: Protecting Against Ransomware and Malicious Deletions

## **Chapter 6: The Core Benefits**

- **6.1** Smarter Backups, Faster Recovery: The Power of TrueDelta Technology
- **6.2** Uncompromised Security: How Your Backups are Protected
- **6.3** Total Control and Peace of Mind: A Single Dashboard for All Your Data

## **Chapter 7: Why It's a Better Solution**

- **7.1** No Hardware Hassles: Appliance-Free, Direct-to-Cloud Backups
- **7.2** The Long-Term Advantage: Meeting Retention and Compliance Requirements
- **7.3** Global Reach, Local Control: The Value of Worldwide Data Centers

## **Chapter 8: Conclusion**

- **8.1** A Summary of What Matters Most
- **8.2** A Resilient Security Stance: How a Complete Backup Plan Protects Your Future
- **8.3** The Final Statement

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## Chapter 1: The Problem with Unprotected Data

Visit <https://Core6Plus.com> to learn more.

## **1.1 Your Data is Your Business: The Critical Importance of Backup**

Your business is fueled by data. It is the information that drives your operations, supports your clients, and enables your growth. But what many business owners don't realize is that this data is not automatically safe. It is constantly at risk of being lost, corrupted, or stolen.

Think of data backup as insurance for your business. You wouldn't operate a business without a solid insurance policy to protect your physical assets. In today's digital world, a reliable backup solution is a non-negotiable policy that protects your most critical digital assets.

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## **1.2 The Threat of the Unknown: What Happens Without a Backup Plan**

Without a backup plan, your business is a ticking time bomb. The risk of data loss, whether due to a simple human error or a malicious attack, is very real. You could be facing a catastrophic data loss from an accidental deletion or a ransomware attack.

A surprising number of businesses don't have a plan in place, and a significant portion of them will not survive a major data loss. This is not just a theoretical risk; it is a very real threat to your business continuity. Data threats have evolved, and it's time to upgrade your data protection.

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### **1.3 The High Cost of Data Loss: Accidental Deletion, Ransomware, and Hardware Failure**

Nothing is more frustrating than redoing work you forgot to save or being locked out of your critical documents due to ransomware encryption. These are real consequences of not having a backup plan. The cost of data loss is not just the lost data itself; it's the lost productivity, the cost of data recovery, and the potential reputational damage.

Our backup solution is a powerful, cloud-based system that automatically protects your most important business information. If one of your computers crashes, breaks, or gets hit by ransomware, our Backup Solution makes sure your information isn't lost and can be quickly recovered. Nothing is more important than keeping your critical business data backed up, secured, easily accessible, and quickly restorable... Just in case!

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## **Chapter 2: The Evolved Solution: A Cloud-First Approach**

Visit <https://Core6Plus.com> to learn more.

## 2.1 Introducing a Breakthrough Architecture: Cloud-First Data Protection

In the past, a business's backup solution often required a physical server or appliance in the office. This was a cumbersome, time-consuming, and expensive way to manage backups. But just as data threats have evolved, so too has the world of data protection.

The solution is a

**cloud-first architecture.** This is a breakthrough approach to data protection that uses a powerful, cloud-based system to automatically protect your most important business information. Instead of relying on a physical box in your server room, your entire backup system runs securely in the cloud. This not only simplifies the entire process but also provides a level of security and redundancy that is impossible with an on-site solution.

Visit <https://Core6Plus.com> to learn more.

## **2.2 Backup Has Evolved: Why This Solution is Faster, Smarter, and More Resilient**

Our backup solution is built on a "TrueDelta" deduplication and efficient architecture that makes daily backups small and lightweight. Unlike traditional backups that create a full copy of all your data every time, our solution only saves the sub-block level data that has actually changed after the initial full backup. This proprietary architecture moves up to 60 times less data than traditional image backup products, making the process much more efficient and faster.

This intelligent approach means you can back up more often, with backups that used to take hours now completing in minutes. This ensures you have more restore points and a more resilient backup plan, all without slowing down your computer.

Visit <https://Core6Plus.com> to learn more.

### **2.3 The "No Hardware" Advantage: Everything Runs in the Cloud**

One of the greatest benefits of a cloud-first backup solution is that there are no hardware hassles. You do not have to buy, provision, or manage a local application server or local storage for your backups. Everything runs in the cloud, and storage in our private cloud is included in your price.

This appliance-free, direct-to-cloud approach saves you time and money, and it simplifies the entire backup process. You get all the benefits of a robust data protection solution without the cost, complexity, and maintenance of an on-site appliance. It's a truly modern solution for a modern world.

Visit <https://Core6Plus.com> to learn more.

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## **Chapter 3: The First Option - Basic Document Backup**

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### 3.1 Protecting Your Daily Work: What Basic Document Backup Covers

Not every employee needs a full, comprehensive system backup. For many, the greatest risk of data loss comes from the essential, everyday files they work on.

**Basic Document Backup** is the perfect solution for this, providing protection for your most critical business documents.

This service is a simplified version of the full Backup Manager. It automatically finds and backs up critical business documents on workstations. It covers a wide range of file types, including all Microsoft Office files like Word documents, Excel spreadsheets, and PDFs. It also includes files from other applications like OpenOffice, QuickBooks, and Outlook.

It is important to know that this service is specifically designed for documents. It does not back up any image or video files. This makes it a perfect, cost-effective solution for lower-risk computers or staff that don't store a ton of data.

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### **3.2 The "Why": Safeguarding Against Accidental Deletion and Ransomware**

There are few things more frustrating than redoing work you forgot to save or being locked out of your critical documents due to ransomware encryption. Basic Document Backup is your first line of defense against these common frustrations.

The service runs automatically, a critical feature for a modern backup solution. It backs up your essential documents twice per day, and it maintains a 28-day retention period, giving you

**56 restore points for recovery.** This means that if you accidentally delete a file, or if a computer is hit with ransomware, you have multiple opportunities to recover your work quickly and easily.

The service works quietly in the background, and all backups are stored securely in the cloud. This ensures that your documents are safe from ransomware or loss and are always available when you need them.

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### **3.3 A Simple, Cost-Effective Solution for Your Essential Files**

Basic Document Backup is the simple, cost-effective way to protect your documents. It's the perfect solution for businesses that want to get started with a proactive backup strategy without the cost and complexity of a full system backup.

The service provides automated, regular, and verifiable backups, so you know that your documents are safe. It's an easy, automated, and affordable way to provide basic protection for your important business documents. This empowers your employees to retrieve files from the cloud on their own without needing to call our help desk, but our technicians are always available to assist if needed.

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## **Chapter 4: The Second Option - Full Workstation & Server Backup**

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#### **4.1 Your Complete System Insurance: What Full Data Backup Covers**

While document backup is a crucial first step, it doesn't protect everything that makes your computer work.

**Full Workstation and Server Backup** is your complete system insurance. This solution protects your entire computer, not just documents. It includes images and video files, as well as the programs, settings, and system files that make your computer work.

For a small business that uses a central, on-site server to run operations, this is the total data protection package for it. It covers all the data, settings, and critical software installed on the server, which includes support for special apps like accounting systems, databases, or scheduling tools, etc.. This is a full-system approach that ensures you are protected from all types of data loss, not just the loss of your documents.

Visit <https://Core6Plus.com> to learn more.

## **4.2 The "Why": Protecting Everything from Programs to Video Files**

In today's world, a business's data is not just its documents. It's also the programs, the settings, and the system files that make the business run. Full Workstation and Server Backup is designed to protect all of it. It's a game-changer for pertinent office staff, leadership, or anyone generating new data daily.

The service can back up as often as every 60 minutes for workstations and as often as every 15 minutes for servers. This is an incredibly important feature because it provides a granular level of protection that ensures you never lose more than a few minutes of work. This service is also very lightweight and doesn't slow you down.

Visit <https://Core6Plus.com> to learn more.

### **4.3 Fast Recovery: How to Restore an Entire System Quickly**

The true power of a full data backup is in its recovery. If your computer crashes, gets stolen, or breaks, everything can be restored quickly and easily. A full system backup provides multiple recovery options, including the ability to restore a file, a folder, or an entire system quickly when you need it most.

For a server that has gone down, the entire system can be restored quickly and easily, and even spun back up virtually if needed. This provides a level of business continuity that is impossible with a simple document backup. With this solution, you get the confidence that if your data should ever become compromised, corrupted, or deleted, it can be recovered safely and securely.

Visit <https://Core6Plus.com> to learn more.

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## Chapter 5: The Third Option - Microsoft 365 Backup

Visit <https://Core6Plus.com> to learn more.

## 5.1 Safeguarding Your Cloud-Based Assets: What M365 Backup Covers

For many businesses today, the cloud is the new network. Platforms like Microsoft 365 are the digital heart of their daily operations, managing everything from email and calendars to important files and team collaboration. **Microsoft 365 Backup** is a dedicated solution designed to safeguard these critical, cloud-based assets. It includes Exchange (Contacts, Calendar and Emails), OneDrive (Files), Teams, and SharePoint.

This service ensures that even if you keep all of your email and documents in the cloud, they are not automatically safe forever. A breach isn't just about a compromised computer; it's also about a compromised cloud account. This is a strategic solution for protecting the data you rely on every day.

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## 5.2 The "Why": The Critical Risk of Relying on Microsoft's Default Policies

You may believe that Microsoft maintains and protects all your Microsoft 365™ data. However, the reality is the burden of data protection can fall on you, unless you elect to add Backup for Microsoft 365. In fact, Microsoft specifically states in their Terms of Service that you should

**"regularly backup your content and data using a third-party application".**

This is a critical point. While Microsoft provides service uptime, they are not responsible for protecting you from:

- **Accidental or Malicious Deletions:** If a user or an attacker deletes files or accounts, Microsoft's default retention policies may not be enough to recover them.
- **Malicious Insiders:** A disgruntled employee or a compromised account can be used to maliciously delete data.
- **Ransomware and BEC:** Ransomware can also infect cloud accounts, holding your Microsoft 365 data for ransom.

The data is clear: relying on Microsoft's policies alone is a significant risk.

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### **5.3 A Strategic Advantage: Protecting Against Ransomware and Malicious Deletions**

Adding a dedicated backup for your Microsoft 365 data provides a significant strategic advantage. It can help protect your business and data against accidental and malicious acts of file and account deletion. With this vital online backup service, we can help you recover files and accounts at any time, even if they are accidentally or maliciously deleted by an insider or external cybercriminal.

Our solution can help you meet retention requirements for data storage, retaining and recovering Microsoft 365 Exchange email, calendars, contacts, and tasks for up to seven years. This is a crucial defense against ransomware, business email compromise (BEC), and other security incidents. The ability to recover files and accounts swiftly and easily can help you avoid lost time, reduced productivity, and frustration while trying to recover irrecoverable data.

It is important to know that while this solution is powerful, it does have a few limitations. For example, it does not currently support the backup or restore of Groups, Outlook Notes, or OneNote folders.

Visit <https://Core6Plus.com> to learn more.

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## Chapter 6: The Core Benefits

Visit <https://Core6Plus.com> to learn more.

## **6.1 Smarter Backups, Faster Recovery: The Power of TrueDelta Technology**

Our backup solution has evolved. It is built on a breakthrough architecture that provides proven performance and data resiliency. This is all thanks to

**TrueDelta technology**, which makes your backups faster, smarter, and more efficient.

Unlike traditional backups that require moving large, full-system copies of your data, our proprietary architecture moves up to 60 times less data. After the initial full backup, the system only saves the sub-block level data that has actually changed. This means backups that once took hours are now complete in minutes, ensuring that you can back up more often without slowing down your computer. This smarter approach leads to fast recovery. You can restore a file, a folder, or an entire system quickly when you need it most.

Visit <https://Core6Plus.com> to learn more.

## **6.2 Uncompromised Security: How Your Backups are Protected**

A backup is only as good as its security. Our cloud-first backup solution is a powerful, cloud-based system that automatically protects your most important business information. It's designed with end-to-end security, using AES 256-bit encryption to protect your files.

Your data remains encrypted in transit (as it's uploaded to the cloud) and at rest (as it's stored in our data centers). These backups are stored safely in trusted, ISO-certified data centers around the world, ensuring your data is protected from ransomware or loss.

Visit <https://Core6Plus.com> to learn more.

### **6.3 Total Control and Peace of Mind: A Single Dashboard for All Your Data**

With our solution, you get total control and peace of mind. You can manage server, workstation, and Microsoft 365 backups and recoveries for multiple locations or customers from a single web-based dashboard.

This single dashboard gives you complete visibility into your entire backup landscape. You can automate backup deployment with device profiles to help provide consistent configurations , and you can manage by exception with customizable views and reporting. It is a way of saying that you are in control of your data, and you can focus on your business with the ultimate peace of mind.

Visit <https://Core6Plus.com> to learn more.

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## Chapter 7: Why It's a Better Solution

Visit <https://Core6Plus.com> to learn more.

### **7.1 No Hardware Hassles: Appliance-Free, Direct-to-Cloud Backups**

One of the biggest pain points of a traditional backup system is the hardware. You have to buy, provision, and manage a physical server or appliance in your office. This is a time-consuming and expensive process that requires constant maintenance and upgrades.

A cloud-first solution completely eliminates this problem. Cove is a SaaS (Software as a Service) application, so there is no need to patch, upgrade, or maintain a local application server. It provides appliance-free, direct-to-cloud backups that help save you time and money. You also don't need to buy, provision, or manage local data storage for your backups, as cloud storage is included in your price.

This "no hardware" advantage is what makes this solution a better, more modern way to protect your data.

Visit <https://Core6Plus.com> to learn more.

## **7.2 The Long-Term Advantage: Meeting Retention and Compliance Requirements**

A key part of a resilient business is having a long-term plan, especially when it comes to data. Many industries have strict regulatory requirements for data retention, such as HIPAA, PCI DSS, or SOC 2. A traditional backup system can make it difficult to meet these requirements.

Our solution helps you meet regulatory requirements for data storage, and it also provides a long-term advantage by ensuring your data is always available. For example, with Microsoft 365 Backup, we save your MS365 backups for up to seven years, even if Microsoft doesn't.

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### **7.3 Global Reach, Local Control: The Value of Worldwide Data Centers**

Today's businesses are global, but their data still has to comply with local regulations. Our solution recognizes this with a global reach and local control. We provide backup storage in our private cloud, which is included in your price.

The data is stored in worldwide data centers built for security and regulatory compliance. You can keep your data in a specific region, with over 30 data centers located across four continents. This is a crucial feature for businesses that need to meet specific location-based compliance requirements.

This single-vendor approach for both backup software and cloud storage helps to simplify your billing and support.

Visit <https://Core6Plus.com> to learn more.

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## Chapter 8: Conclusion

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## 8.1 A Summary of What Matters Most

We've explored the world of modern data protection, moving beyond the risks of unprotected data to the power of a comprehensive backup plan. As we bring this guide to a close, let's quickly recap the most important takeaways:

1. **Backup is an Insurance Policy:** Your data is your business, and a reliable backup solution is a powerful, cloud-based system that automatically protects your most important business information.
2. **Backup Has Evolved:** Our solution is a "breakthrough cloud architecture of data protection" that provides smarter backups and faster recovery. It is a smarter way to protect your business.
3. **The Threat is Real:** Without a backup plan, you are vulnerable to data loss from accidental deletion, ransomware, and hardware failure. Data threats have evolved, and it's time to upgrade your data protection.
4. **You Have Three Options:** We offer three separate options for your backup needs: Basic Document Backup, Full Workstation and Server Backup, and Microsoft 365 Backup.
5. **A Better Solution:** Our solution provides appliance-free, direct-to-cloud backups that use TrueDelta technology to save up to 60 times less data than traditional methods. Your data is protected with end-to-end AES 256-bit encryption.

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## **8.2 A Resilient Security Stance: How a Complete Backup Plan Protects Your Future**

In the end, a complete backup plan is more than just a security tool; it's a strategic investment in a resilient security stance. It's a commitment to a proactive defense that protects your business from the threats of today and tomorrow. It's a way of saying that you are taking your security seriously, and you are not going to leave your business vulnerable.

The ultimate benefit of our solution is the peace of mind that comes with knowing your data is safe. You can operate with the confidence that a single careless click, a ransomware attack, or a hardware failure won't lead to a catastrophic shutdown. You can focus on what you do best: running your business and making a difference in your community.

Visit <https://Core6Plus.com> to learn more.

### **8.3 The Final Statement**

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**Transform Your Security From Passive Recording, To An Active,  
Intelligent, Real-Time Managed Solution!**

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## Your Strategic CyberSecurity Provider (SCP)

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**Core 6+ is your Strategic CyberSecurity Provider (SCP)** — a partner focused exclusively on protecting your organization from today’s ever-evolving cyber threats. Unlike traditional MSPs that primarily handle IT labor and computer fixes, Core 6+ delivers the world's best, proactive cybersecurity protection applications and defense tools through layered solutions like Gateway Protection, SOC-managed EDR, NOC-managed Daily Patching and Preventative Maintenance, Web Protection and DNS Filtering, Data Backups, and more. Core 6+ augments and works directly with your trusted IT support – whether that be internal staff or external contractor. Core 6+ wants to help augment your team by providing 24/7 real-time, all-the-time protection, Where You Want It Most — giving you the freedom to choose only what you need, at a price you can actually afford.

Traditional MSPs tend to - and often want to - live on one end of the service spectrum with fully “Done For You” services option, which always include high fees and retainers. Whereas, at the other end of that spectrum, where most small businesses and nonprofits are, the only option for cybersecurity protection seems to be: (Pay Way Too Much, or) “Do It Yourself” - literally leaving small businesses and nonprofits on their own, with no professional guidance, and with no real safety net.

Core 6+, as your SCP, bridges that gap. Giving organizations - of every size - the freedom to handle as much of their own IT and computer support as they want and have been doing for years. Core 6+ works with whoever your trusted IT support person is... And, if need be, Core 6+ can help you find local IT Partners to provide complete, hands-on service when needed.

With Core 6+, as your SCP, partnering with your trusted IT support you can get the perfect blend of CyberSecurity Protection, IT independence and the expert (augmented) backup support if, or whenever needed.